

Docket No. F-6201

Ser. No. 09/308,017

**AMENDMENTS TO THE CLAIMS:**

Please replace the claims with the claims provided in the listing below wherein status, amendments, additions and cancellations are indicated.

1-43. (Canceled)

44. (Currently Amended) A method of analyzing customer behavior on one or more computers to determine a range of action of projected messages presented in a form of advertising, comprising:

providing at least a first range defined as a demarcated region limited by at least an entry and an exit;

contemporaneously counting on said one or more computers, with sensors attached thereto, a total number of individuals entering said first range at least through said entry and another total number of the individuals leaving said first range at least through said exit;

determining on said one or more computers, a total number of potential buyers in said first range by calculating a difference between the total number and the other total number of the individuals, said total number of potential buyers being equal to the difference;

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providing a second range being visually and audibly isolated from said first range;

projecting messages only in said first range to the total number of potential customers while said potential customers are in said first range, the messages identifying at least one of goods and services purchasable only by entering said second range;

presenting for purchase only in said second range, to at least a portion of the total number of potential customers, the at least one of goods and services identified by messages projected in said first range;

said step of projecting said messages to the potential customers occurring before said step of presenting said goods and services to the potential customers;

~~presenting the projected messages to the total number of the potential customers while said potential customers are in said first range;~~

~~presenting for purchase at least one of a goods and a service to at least a portion of the total number of the potential customers, said advertising of said projected messages being related to at least a portion of said at least one of the goods and service;~~

determining on said one or more computers, a total number of actual buyers of said at least a portion of the at least one of the goods and service represented by the advertising of the projected messages by measuring actual purchases thereof by said potential buyers; and

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recording and correlating on said one or more computers, the total number of potential buyers and the total number actual buyers as a basis for determining the customer behavior in relation to the advertising presented by the projected messages.

45. (Previously presented) A method according to claim 44, further comprising:

providing another first range at a location apart from said first range;  
carrying out the method in said other first range as well as in said first range; and  
centrally registering and evaluating the total number of potential buyers and the total number of actual buyers determined in at least said first range and said another first range.

46. (Previously presented) A method according to claim 44, wherein said step of presenting includes centrally controlling the projected messages.

47. (Previously presented) A method according to claim 44, wherein the projected message is one of a visual message and an audiovisual message.

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48. (Previously presented) A method according to claim 44, wherein the projected message is only projected to the potential customers if the total number of potential customers is at least one.

49. (Previously presented) A method according to claim 44, wherein said step of recording and correlating data is via a world wide link.

50. (Currently Amended) A method according to claim 44, wherein further comprising:

~~said providing a second range being a defined as another demarcated region having another entry and another exit, said exit of said first range and said other entry of said second range defining a connecting passage between said first and second ranges, said step of presenting the projected messages being conducted in said first range and said step of presenting for purchase being conducted in said second range; and~~

counting, in direct sequence along with the total number of individuals entering said first range through said entry and the other total number of the individuals leaving said first range through said exit, a total number of the individuals leaving said second range at least through said other exit.

51. (Canceled)

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52. (Currently amended) An arrangement for analyzing customer behavior to determine a range of action of projected messages presented in a form of advertising, comprising:

at least a first range defined as a demarcated region limited by at least an entry and an exit;

a first sensor for detecting individuals entering said first range through said entry;

a second sensor for detecting the individuals leaving said first range through said exit;

a second range being visually and audibly isolated from said first range;

a display for presenting a message only in said first range to all of the individuals while said individuals are in said first range, the message identifying at least one of goods and services purchasable only by entering said second range;

said second range exclusively presenting, to at least a portion of all of the individuals, the at least one of goods and services identified by the message presented in said first range;

said display of said messages being visually and audibly provided to all of the individuals before said goods and services are presented to the individuals;

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~~a display for presenting a message to all of the individuals while in said first range;~~

a register within said second range for detecting purchases of a portion of the individuals who have received the message in said first range who purchased at least one of a goods and service presented in said message, ~~said register being located outside of said first range;~~ and

a computer communicatively connected to each of said first and second sensors, said display and said register, said computer for determining a number of potential customers in said first range by subtracting a total number of the individuals exiting the first range from a total number of the individuals contemporaneously entering said first range detected respectively by said first sensor and said second sensor, said computer further for recording and evaluating the number of potential customers and the number of actual customers, and for controlling said display automatically as a function of evaluated data received from said first and second sensors, said display and said register.

53. (Currently Amended) An arrangement according to claim 52, further comprising:

said a second range being a defined as another demarcated region limited by at least another entry and another exit, said second range being communicative with said first range via a passage connecting the exit of the first range with the

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other entry of the second range, the second sensor detecting at least the individuals passing through said passage at least from said first passage to said second passage; and

a third sensor for detecting the individuals leaving said second range through said other exit, the display being disposed in said first range and the at least one of the goods and service being presented in said second range, said register being disposed in the second range.

54. (Previously presented) An arrangement according to claim 53, wherein said register is an electronic cash register and said third sensor at the other exit is coupled thereto.

55. (Previously presented) An arrangement according to claim 52, wherein said computer includes an image storage for the display.

56. (Previously presented) An arrangement according to claim 52 in combination with at least one other same arrangement located in a different territory, said combination further comprising a central detection and evaluation unit cross-linked to said computer and another computer of said at least one other same arrangement.

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57. (Previously presented) An arrangement according to claim 52, wherein said display includes a fiber optical display.

58. (Currently Amended) A method of analyzing customer behavior on one or more computers, to determine a range of action of projected messages presented in a form of advertising, comprising:

providing a first range and a second range interconnected thereto by a passage through which individuals can pass at least from said first range to said second range, said first range including an entry through which the individuals at least can enter said first range and said second range including an exit through which the individuals can at least leave said second range;

contemporaneously counting on said one or more computers, with sensors attached thereto, a total number of individuals entering said first range at least through said entry and another total number of the individuals passing from said first range to said second range through said passage;

determining on said one or more computers, a total number of potential buyers in said first range by calculating a difference between the total number and the other total number of the individuals, said total number of potential buyers being equal to the difference;

providing a second range being visually and audibly isolated from said first range;



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projecting messages only in said first range to the total number of potential customers while said potential customers are in said first range, the messages identifying at least one of goods and services purchasable only by entering said second range;

presenting for purchase only in said second range, to at least a portion of the total number of potential customers, the at least one of goods and services identified by messages projected in said first range;

said step of projecting said messages to the potential customers occurring before said step of presenting said goods and services to the potential customers;

presenting the projected messages to the total number of the potential customers while said potential customers are in said first range;

presenting for purchase at least one of a goods and a service to at least a portion of the potential customers while in said second range, said advertising of said projected messages being related to at least a portion of said at least one of the goods and service;

determining, on said one or more computers, a total number of actual buyers of said at least a portion of the at least one of the goods and service represented by the advertising of the projected messages by measuring actual purchases thereof by said potential buyers; and

recording and correlating, on said one or more computers, the total number of potential buyers and the total number actual buyers as a basis for determining

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the customer behavior in relation to the advertising presented by the projected  
messages.